Freedom Software

Launching Elements Connect

Witmer Group gave Freedom Software one consistent message for Elements Connect 2026: **secure AI is what lets higher ed innovate faster.**

The challenge

Freedom Software needed to stand out at Elements Connect, where higher ed leaders were already hearing about AI from every vendor. Their buyers were curious about AI but worried about student data leaking into public tools.

The brief was to turn security, often seen as a barrier, into the reason to move forward. The goal was to build awareness and real relationships with attendees, so Freedom stayed top of mind well after the event.

What we did

We built one story, **"Security is an enabler of innovation,"** and carried it from the first email before the event to the last follow-up after it.

1. **Pre-event attendee emails.** A series to registered attendees that introduced Freedom's point of view on secure AI and invited them to the session and booth.
2. **Pre-event social campaign.** Eight posts in the weeks before Nashville, each pairing a buyer concern with Freedom's answer: "Reduce workload. Protect student data." and "Secure student data in the age of AI."
3. **Conference session deck.** A presentation, "Embracing AI Securely," for speaker Alan Woolsey. It moves from real-world AI risks to a four-layer framework (governance, data governance, system architecture, then AI) and practical steps institutions can take now.

At a glance

Client
Freedom Software

Industry
Higher education software and student data

Event
Elements Connect, Nashville, TN, June 2–4

Services
Pre- and post-event attendee emails, pre-event social campaign, conference session presentation, booth demo loop

Audience
Higher ed IT, registrar and student services leaders

4. **Booth demo loop.** A looping display that kept the same message visible to attendees walking the floor.
5. **Post-event attendee emails.** Follow-ups that thanked attendees, shared key takeaways from the session and kept the conversation going.

The result was a single voice across every touchpoint, so attendees met the same message in their inbox, their feed, on the floor and in the session room.

Results

Freedom Software went into Nashville with a message attendees already recognized and came out with relationships that kept going after the event. We tracked the full journey, from first email to follow-up:

- Email open and click rates, before the event
- Social impressions and engagement
- Booth conversations and new contacts
- Email open and click rates, after the event
- Session attendance
- Ongoing conversations and relationships since the event

In their words

> *"Witmer Group helped us articulate a unified message that supported us at Elements Connect. Their strategic content across email, social, and presentation channels kept us top of mind with higher ed leaders before, during, and long after the event."*
>
> **Brian, Chief Revenue Officer, Freedom Software / Shamrock Solutions**

Planning a conference, launch or campaign?

Witmer Group can build the message and every piece that carries it.

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